

**UNIVERSITI TEKNOLOGI MARA**

**CONSUMER PURCHASE DECISION  
TOWARDS CANNED PINEAPPLE  
PRODUCTS: A CASE STUDY IN  
MALACCA**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Master of Science**


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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Nowadays, people are more particular and concern about their food taken daily which mean their attitude has emerged in today's modern world due to increase in awareness of the importance to maintain a healthy lifestyle without consuming a food with unsafe additives. Moreover, the influx of technology, advertising, images in the media and changes within modern cultural and family values play a big role in the psychological evolution of consumers in the food service industry. Thus, this study attempted to investigate factors influencing consumer's purchase decision towards canned pineapple products in Malacca. A study of 200 purchasers of canned pineapple products in hypermarket was conducted throughout the survey method using a structured questionnaire, with close-ended questions. The convenience sampling technique was applied to obtain responses from the purchasers of canned pineapple products in hypermarket. It was decided to use a various multivariate analyses like exploratory factor analysis (EFA), independent t-test analysis, one-way analysis of variance (ANOVA) and multiple regression analysis. The conceptual framework for this study was derived from the abstract ideas of the Theory of Planned Behaviour. Accordingly, factors such as subjective norms from the original theory also included with an added independent variables (labelling, prior knowledge, perceived value, and consumer's lifestyle), to understand its impact on consumer's purchase decision toward canned pineapple products. The results reveal that labelling, perceive value and consumer's lifestyle have significant relationship with consumer's purchase decision towards canned pineapple products in Malacca. The results also indicate that only profile respondent of race, occupation and level of concern about nutrient loss that have significant difference with variables tested. Moreover, this study found out the most dominant of consumer's purchasing decision towards canned pineapple products are consumer's lifestyle. The transformation happening in our food sector makes it crucial to understand the consumption patterns and their underlying determinants for canned food product. In fact, consumer's perception and level of understanding consumer towards canned food product industry also were limitation in this study.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **PREAMBLE**

This introductory chapter is divided into seven sub-sections. The second section discusses the background of the research, outlining the scope of the study. The problem statement of the research is then introduced in the third section, followed by objectives of the study are outlined in sections four respectively. Section five provides the research questions involved in this study. Section six outlines the significance of the study and the final section discussed the outline of the thesis.

### **1.1 BACKGROUND OF RESEARCH**

Agriculture and agro-based industry has made a significant contribution to the national economy and development of modern Malaysia. According to Malaysian Pineapple Industry Board (MPIB), pineapple industry is one of the important agricultural sectors in Malaysia which play a role in country's earnings as one of the world pineapple suppliers. According to MPIB information 2014, the total value of pineapple exports which is fresh pineapple, canned pineapple and pineapple juice increased from RM 91.42 million in 2013 to RM 114.11 million in 2014. Overall, the pineapple sector has been contributing to the gross domestic product (GDP) of RM50 million since 2011. As Malaysia economy's third engine of growth, agriculture sectors contributes approximately 10% of Malaysia GDP, and at least one-third of the country's population depends on its livelihood, with 14% employed on farms and plantation. (Austin and Baharuddin, 2012).

Pineapple industry play an important role in meeting the demand for fresh consumption and agro-based industries. The main challenge faced by the industry include increased production costs due to price increases of agricultural inputs, complying with the requirements of international standards, sustainable productions, the competition especially from low-cost producers, lack of skilled labour and the less widespread and insufficient use of technology and low investment. However, the